

# CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

And:

**Shorr & Associates**  
**1831 Chestnut Street**  
**Suite 602**  
**Philadelphia, PA 19103**

<u>Contract / Revision</u> 572217 /		<u>Alt Order #</u> 09780767
<u>Product</u> BALDWIN FOR SENATE		
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u>
<u>Advertiser</u> Baldwin/D/Senate		<u>Original Date / Revision</u> 08/30/12 / 09/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NW80	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/16/12	10/22/12	M-F 5a-530a	5a-530a		:30			NM	5	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$335.00			
N 2	6	10/16/12	10/22/12	M-F 530a-6a	530a-6a		:30			NM	5	\$2,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$415.00			
N 3	6	10/16/12	10/22/12	M-F 6a-7a	6a-7a		:30			NM	10	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				10	\$585.00			
N 4	6	10/16/12	10/22/12	M-F 7a-8a	7a-8a		:30			NM	10	\$6,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				10	\$635.00			
N 5	6	10/16/12	10/22/12	M-F 8a-9a	8a-9a		:30			NM	10	\$5,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				10	\$565.00			
N 6	6	10/16/12	10/22/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$300.00			
N 7	6	10/16/12	10/22/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$315.00			
N 8	6	10/16/12	10/22/12	M-F 3p-330p	3p-330p		:30			NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$165.00			
N 9	6	10/16/12	10/22/12	M-F 9a-10a	9a-10a		:30			NM	5	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$335.00			
N 10	6	10/16/12	10/22/12	M-F 4p-430p	4p-430p		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$315.00			
N 11	6	10/16/12	10/22/12	M-F 430p-5p	430p-5p		:30			NM	5	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$385.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> Baldwin/D/Senate		<u>Estimate #</u> 08/30/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
N 12	6	10/20/12	10/20/12	Sa 6p News	6-630p		:30			NM	1	\$435.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/15/12	10/21/12	-----S-				1	\$435.00			
N 13	6	10/21/12	10/21/12	Su 530-6p News	530-6p		:30			NM	1	\$435.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/15/12	10/21/12	-----S				1	\$435.00			
N 14	6	10/21/12	10/21/12	Su 5p-530p News	5-530p		:30			NM	1	\$435.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/15/12	10/21/12	-----S				1	\$435.00			
N 15	6	10/16/12	10/22/12	M-F 5p-530p	5p-530p		:30			NM	5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/16/12	10/22/12	MTWTF--				5	\$500.00			
N 16	6	10/16/12	10/22/12	M-F 530p-6p	530p-6p		:30			NM	5	\$2,425.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/16/12	10/22/12	MTWTF--				5	\$485.00			
N 17	6	10/16/12	10/22/12	M-F 6p-630p	6p-630p		:30			NM	5	\$2,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/16/12	10/22/12	MTWTF--				5	\$550.00			
N 18	6	10/16/12	10/22/12	M-F 630p-7p	630p-7p		:30			NM	5	\$2,825.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/16/12	10/22/12	MTWTF--				5	\$565.00			
N 19	6	10/16/12	10/22/12	M-F 1035p-1105p	1035p-1105p		:30			NM	5	\$2,175.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/16/12	10/22/12	MTWTF--				5	\$435.00			
N 20	6	10/16/12	10/22/12	M-F 10p-1035p	10p-1035p		:30			NM	5	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/16/12	10/22/12	MTWTF--				5	\$1,200.00			
N 21	6	10/20/12	10/20/12	Sa 8a-9a	8a-9a		:30			NM	1	\$315.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/15/12	10/21/12	-----S-				1	\$315.00			
N 22	6	10/21/12	10/21/12	Su 8a-9a	8a-9a		:30			NM	1	\$335.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/15/12	10/21/12	-----S				1	\$335.00			
<b>Totals</b>											<b>105</b>	<b>\$51,305.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	105	\$51,305.00	\$43,609.25
<b>Totals</b>	<b>105</b>	<b>\$51,305.00</b>	<b>\$43,609.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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